

SUGGESTED REMARKS
Daniel Moore, Acting Mission Director
United States Agency for International Development

Launching of the Standards and
Conformance Portal
June 28, 2007, 3:00 P.M.
Ballroom A, Dusit Hotel Nikko

Honorable Secretary Peter Favila, DTI
Director Jesus Motoomull of the Bureau of Product Standards,
President Sergio Ortiz-Luis and Chairman, Paterno Dizon of
PHILEXPORT,
Distinguished Guests,
Ladies and Gentlemen

Good Afternoon.

On behalf of USAID Mission Director Jon Lindborg and the U.S.

Government, I wish to congratulate everyone responsible for making this portal possible. I would like to especially recognize the tireless support of Director Motoomull and his staff at the Bureau of Product Standards, and personally congratulate them for the leadership and determination needed to get this portal up and running.

I expect the Philippine business community, particularly exporters, will directly benefit from this facility. By providing easy access to crucial information on standards, technical regulations and conformity assessment requirements, the portal should lower transaction cost and enable businesses to respond more quickly to the competitive demands of the global market.

It is the view of the US Government that trade facilitation is as important as trade liberalization. Studies have shown that trade facilitation can bring about greater commercial gains than those resulting from tariff reform.

Together with agricultural and non-agricultural market access, and services; trade facilitation is a key concern in the Doha Development Agenda. With the increasing globalization of economic activities, the growing importance of supply-chains, and just-in-time deliveries, governments need to pay more attention to reducing documentary and other administrative requirements to cut down the cost of doing

business. Non-tariff measures, such as product standards, sanitary measures, and customs regulations, have become potential barriers to international trade.

While we anxiously wait for the successful completion of the Doha negotiations, we can take steps to improve the trading environment and help facilitate trade through initiatives such as these. Efficient access to information regarding product standards and other regulations will improve access to markets and promote export growth. Greater transparency, simplified procedures, and regulatory consistency will facilitate the exchange of goods.

I would like to conclude by saying once again that USAID, through the EMERGE project, is pleased to be able to support the Department of Trade and Industry. I congratulate each and every one of you on your dedication and your achievement.

Thank you and good day.